

Dr. Lior Zalmanson Bio June 2025

Dr. Lior Zalmanson is a senior lecturer (assistant professor) in the Technology and Information Management Program at the Coller School of Management, Tel Aviv University. His research focuses on user engagement in digital environments, internet business models, the integration of AI in organizations, and algorithmic management. He has received funding and awards from the Fulbright Foundation, the German-Israeli Foundation (GIF), Grant for the Web, the Dan David Prize, Google, and most notably, the European Research Council (ERC) Starting Grant. In 2021, he received the AIS Early Career Award. In 2022, he was awarded the ISS Gordon B. Davis Young Scholar Award and named one of the “40 Under 40 Best MBA Professors” by Poets and Quants. His work has informed policy discussions in both the Israeli Knesset and the U.S. Congress and has been published in leading journals such as MIS Quarterly, Academy of Management Journal, and MIT Sloan Management Review.

Before joining Tel Aviv University, Dr. Zalmanson held academic positions at the University of Haifa, New York University, and the Interdisciplinary Center (IDC) Herzliya. His research has garnered attention in major media outlets including The Times, Wired, Wall Street Journal, MIT Technology Review, and Harvard Business Review, as well as in the Israeli press. In 2016, he was a visiting researcher at the Metropolitan Museum of Art’s Digital Media Lab in New York.

Beyond academia, Dr. Zalmanson operates at the intersection of art, technology, and society. His creative works have been exhibited in museums, film, and theater festivals worldwide. In 2011, he founded the Print Screen Festival for digital art and culture in Holon, Israel. He is a research fellow at the Digital Life Initiative at Cornell Tech and serves as the co-lead of the Digital Forum for ICOM Israel. He has also served on the editorial board of Alaxon magazine and has advised numerous cultural and media projects internationally.